

Message Text

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ACTION EUR-12

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INFO SECSTATE WASHDC 2804

UNCLAS STOCKHOLM 0251

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: ADS REQUEST: SUNBELL INTERNATIONAL, ALBUQUERQUE, NM

REF: COMMERCE CD-144, DATED 11/30/77

1. WE HAVE CONTACTED A LARGE NUMBER OF COMPANIES, INCLUDING THREE DEPARTMENT STORES, ON BEHALF OF SUNBELL. OF THESE, ONLY TWO HAVE EXPRESSED PRELIMINARY INTEREST IN REPRESENTING SUNBELL IN SWEDEN.

A. SHAMMY BAMMY AB
GREV TUREGATAN 18
S-114 46 STOCKHOLM, SWEDEN
CONTACT: MR. HAKAN BEIJE
TEL: 08/63 43 04

THIS SMALL COMPANY, ESTABLISHED SEPTEMBER 1977, HAS SHARE CAPITAL OF SKR 5 THOUSAND (\$1 EQUALS SKR 4.70) AND ANNUAL TURNOVER ESTIMATED AT SKR 750 THOUSAND. IT SPECIALIZES IN JEWELRY, LEATHER AND FUR PRODUCTS. SHAMMY BAMMY AB IS INTERESTED IN SUNBELL'S JEWELRY ONLY. ACCORDING TO LOCAL BANK SOURCES, COMPANY HAS MET ITS PAYMENTS PROMPTLY. SINCE THE COMPANY WAS VERY RECENTLY ESTABLISHED, HOWEVER, NORMAL BUSINESS PRECAUTIONS ARE RECOMMENDED.

B. AB HEDENSKOG & CARLSSON
VASTRA AROMENADEN 22A
S-731 00 KOPING, SWEDEN
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CONTACT: MR. RONNIE CARLSSON
TEL: 0221/157 00
TELEX: 40431

THIS COMPANY HAS EXPRESSED PRELIMINARY INTEREST IN SUNBELL'S HERITAGE DOLLS. THEY WOULD APPRECIATE RECEIVING DESCRIPTIVE MATERIAL, SINCE OUR SUPPLY WAS EXHAUSTED WHEN WE CONTACTED THEM. AB HEDENSKOG & CARLSSON, ESTABLISHED IN 1973, HAS

SHARE CAPITAL OF SKR 5 THOUSAND. WHICH WILL BE INCREASED TO SKR 50 THOUSAND DURING 1978. TURNOVER IN 1977 WAS APPROIMATELY SKR 2 MILLION. THE FIRM REPRESENTS BOTH JAPANESE AND US MANUFACTURERS IN THE TOOL AND BATHROOM EQUIPMENT FIELDS. ACCORDING TO LOCAL CREDIT SOURCES, THE FIRM HAS MET ITS BUSINESS OBLIGATIONS PROMPTLY. RECOMMENDED TRADE CONTACT.

2. THE OTHER COMPANIES THAT WE CONTACTED COMMENTED THAT DUE TO THE CURRENT RECESSION IN SWEDEN, THERE IS NO IMMEDIATE MARKET FOR THIS TYPE OF PRODUCTS. THEY EXPECT THE SITUATION TO IMPROVE BY AUTUMN.
KENNEDY-MINOTT

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TAGS: BEXP, SW
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